**Masai B2c Sales Pitch Frameworks & Script (Structure)**

**A) AIDA + SPIN – Simplified Explanation**

**AIDA Framework *(Attention → Interest → Desire → Action)***

* **Attention** - Grab interest with a personalised hook  
  *Example:* “Hi [Name], I noticed you booked a slot for our [Course] - what inspired you to explore this program?”
* **Interest** -Relate the course to their goals  
  *Example:* “This program is certified by [Institute] and designed for professionals who want [specific outcome].”
* **Desire** - Show transformation  
  *Example:* “In 6 months, you’ll have completed industry projects and built a portfolio that hiring managers notice.”
* **Action** - Push for the next step  
  *Example:* “The counselling session, will be your next step - it ensures the course is the right fit for you.”

**SPIN Framework *(Situation → Problem → Implication → Need-Payoff)***

* **Situation:** Understand their background  
  *“What’s your current role and experience with [course domain]?”*
* **Problem:** Identify pain points  
  *“Do you feel your current skills limit your career growth?”*
* **Implication:** Highlight what happens if it’s not solved  
  *“If you continue in the same role without upskilling, it may be harder to shift into [desired field].”*
* **Need-Payoff:** Show the value of the program  
  *“This program gives you industry projects, mentorship, and a recognised certificate to accelerate that move.”*

**B) Sample Pitch Structure**

**Opening:** “Hi [Name], thank you for booking this call. I see you’re exploring [Course Name]. Before I share details, may I quickly understand your background and what motivated you to consider this program?”  
**Discovery:** Ask 2–3 SPIN questions to uncover their situation and challenges.  
**Program Overview:** “This is a certified program by [Institute], delivered by Masai. Over [X] months, you’ll cover [2–3 key modules], work on real-world projects, and receive mentorship from industry experts.”  
**Outcome Framing:** “By the end, you’ll have a project portfolio and certification that signals you’re ready for [target role/domain].”  
**CTA:** “The next step is the seat booking. Once you clear complete it, we’ll have you onboarded”

**C) Opening Lines & Transitions**

**Opening Lines:**

* “What got you interested in exploring [Course Name]?”
* “Can I understand your background so I can make this conversation more relevant for you?”

**Transitions:**

* From discovery to pitch: *“Based on what you’ve shared, here’s how this program fits your goals…”*
* From pitch to CTA: *“The best option you have to up-skill yourself now would be to follow this course.*

**D) CTA Options**

* **Webinar Push:** “We have a live info session this Sunday where you can know about faculty and course details- shall I register you?”
* **Second Call Setup:** “Would you like me to schedule a follow-up once you’ve reviewed the curriculum?”
* **Immediate Spot booking:** “Since you’re already clear about your goals, let’s secure your spot today.”

**E) How to Pitch Without Sounding Pushy**

* **Lead with questions, not features** – Make them feel heard before selling.
* **Use stories over stats** – Share a transformation journey from a past learner.
* **Position the qualifier as a filter, not a sale** – “This step ensures the course is right for you.”
* **Avoid urgency gimmicks** – No “last seat” or “only today” pressure.
* **Be transparent about outcomes** – Emphasise skills and portfolio, not guarantees.